

Message Text

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SUBJECT: COMMERCIAL PROGRAM: SLECTION OF U.S. TRADE SHOWS FOR
FY 1976.

REF: STATE A-517, JANUARY 29, 1975.

1) THE EMBASSY AND CONSULATES GENERAL AMSTERDAM AND ROTTERDAM
PLAN TO SUPPORT AND PROMOTE FOLLOWING FY 1976 FBP U.S.
TRADE SHOWS.

(A) NATIONAL HARDWARE SHOW, MCCORMICK PLACE, CHICAGO, ILLINOIS.
AUGUST 26-28, 1975; BROCHURES NEED: 200.

(B) 6TH ANNUAL NATIONAL BUILDING SHOW, MCCORMICK PLACE, CHICAGO,
ILLINOIS. OCTOBER 21-23, 1975; BROCHURES NEEDED: 150.

(C) INTERNATIONAL ENERGY ENGINEERING EXPOSITIONS/CONGRESS,
MCCORMICK PLACE, CHICAGO, ILLINOIS. NOVEMBER 3-6, 1975;
BROCHURES NEEDED: 150.

(D) INTERNATIONAL HOTEL/MOTEL EDUCATIONAL EXPOSITION, NEW YORK
COLISEUM, NEW YORK, N.Y. NOVEMBER 10-13, 1975: BROCHURES
NEEDED: 500.

(E) NATIONAL EXPOSITION FOR FOOD PROCESSORS, CIVIC CENTER, SAN
FRANCISCO, CALIFORNIA. JANUARY 18-21, 1976: BROCHURES NEEDED:
150.

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(F) NATIONAL SPORTING GOODS ASSOCIATION, 47 ANNUAL CONVENTION/

SHOW, CHICAGO, ILLINOIS. FEBRUARY 8-12, 1976. BROCHURES
NEEDED: 175.

(G) ELECTRO 76 (COMBINES IEEE/INTERCON AND NEREM), BOSTON,
MASSACHUSETTS. MAY 11-13, 1976; BROCHURES NEEDED: 150.

(H) INTERNATIONAL PETROLEUM EXPOSITION (IPE ENERGY 76), TULSA
EXPOSITION CENTER, TULSA, OKLAHOMA. MAY 16-22, 1976; BROCHURES
NEEDED: 300.

2) THE EMBASSY AND CONSULATES PLAN TO PROMOTE THE FOLLOWING
NON FBP US. TRADE SHOWS DURING FY 76. USDOC ASSISTANCE IN
OBTAINING REQUESTED BROCHURES WILL BE APPRECIATED.

(A) WESTERN ELECTRON SHOW (WESCON), SAN FRANCISCO,
CALIFORNIA. SEPTEMBER 16-19, 1976; BROCHURES NEEDED: 350.

(B) AUTOMOTIVE PARTS/ACCESSORIES ASSOCIATION SHOW, CHICAGO,
ILLINOIS. NOVEMBER 18-20, 1976; BROCHURES NEEDED: 200.

(C) NATIONAL HOUSEWARES EXPOSITION, CHICAGO, ILLINOIS.
JANUARY 12-16, 1976; BROCHURES NEEDED: 500.

(D) NATIONAL COMPUTER CONFERENCE AND EXPOSITION, ANAHEIM,
CALIFORNIA; MAY 1976; BROCHURES NEEDED: 500.

(E) TEXPO NEW YORK N.Y. JUNE 1976; BROCHURES NEEDED: 300.

3) EMBASSY PRMOTIONAL ACTIVITIES IN BEHALF OF THESE SHOWS WILL
INCLUDE DIRECT MAIL PROMOTIONS TO DISTRIBUTORS AND END USERS OF
THE RESPECTIVE PRODUCT LINES, PUBLICITY TO THE TRADE PRESS.
INDUSTRY ASSOCIATIONS, ETC. WE ALSO WILL BE EXPLORING INTEREST
AND POSSIBILITIES FOR ORGANIZAING CHARTER OR GROUP FLIGHTS FROM
THE NETHERLANDS TO THE SHOWS.

TANGUY

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